



**Product Teardown : New User Onboarding in Yatri Sathi app**

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# Overview



## For Riders

Yatri Sathi is poised to provide hassle-free, safe and secure mobility options right on the finger tips, allowing the people of Kolkata, siliguri, Asansol and durgapur to experience a world where your commute is a breeze, options are limitless, and direct payments the talk of the city!  
Yatri Sathi is built partnering with Juspay, the master of success stories like Namma Yatri in Bengaluru and Yatri in Kochi

## Tech-Info

Open Mobility initiative, operates on the Beckn Protocol, an open-source network that lets multiple mobility providers thrive harmoniously.

The application is built on the common network standards defined by ONDC built on the Beckn protocol (open source)

## For Drivers

Yatri Sathi continues to make a positive impact to the rides ecosystem with zero-commission rides and 100% direct payment.




### Subscription Plan for drivers.

A small fee Rs 10 is charged for every trip on Yatri Sathi is collected from driver partners to cover basic costs of running their beloved app.

A given day if 10 trips or more completed, it will be charged for 10 trips only; additional trips will be free from subscription charges.

No charges if they do not take any rides.

## Comparison of top competitors of Yatri Sathi

	 Yatri Sathi	 Uber	 Ola
Description	Direct-to-Driver app provides commission-free rides	App-based ride-hailing aggregator	App-based platform for booking ride-hailing services
Founded Year	2023	2009	2010
Location	Kolkata (India)	San Francisco (United States)	Bengaluru (India)
Company Stage	Unfunded	Public	Series J
Unicorn Rating	-	-	Unicorn
Total Funding	-	\$13.2B	\$3.84B
Funding Rounds	-	27	25
Latest Round	-	Post IPO, \$2.23B, Nov 23, 2021	Series J, \$20M, Feb 22, 2022
Investor Count	-	189	144
Top Investors	-	HarbourVest Partners, TPG & 187 others	HBM Partners, Bessemer Venture Partners & 142 others

## Yatri Sathi cab booking

**Total downloads**  
**1M+**

**Operating since 2023, now available in 4 cities**

## Yatri Sathi Driver

**Total downloads**  
**100K+**

Real Time date as per website [yatri sathi](#)

Completed Trips ⌵

**54.66L**

17.44K ↑

Searches ⌵

**2.88Cr**

85.47K ↑

Drivers' Earnings ⌵

**₹147.86Cr**

₹48.63L ↑

Registered Users (All Area) ⌵

**25.8L**

4.61K ↑

Enabled Drivers (All Area) ⌵

**62.96K**

187 ↑

Conversion Rate ⌵

Updated at 06:29 am IS



Bookings <small>⌵</small>	Completed Trips <small>⌵</small>
94,90,043	54,65,872

## User Persona

**Raj | 25 years | Works in MNC**

He **Prefers cab over any other transport** for daily travels.



### **Pain Points**

He has to go through many **challenges like drivers often cancels rides, has to pay extra sometimes. Struggles to find a convenient ride.**

### **Needs**

An **app where he gets rides without getting cancelled, doesn't need to pay extra during peak hours and bit economical .**

**Dada | 45 years | Driver**

Rides his car for last **15 years as this is his only bread and butter**



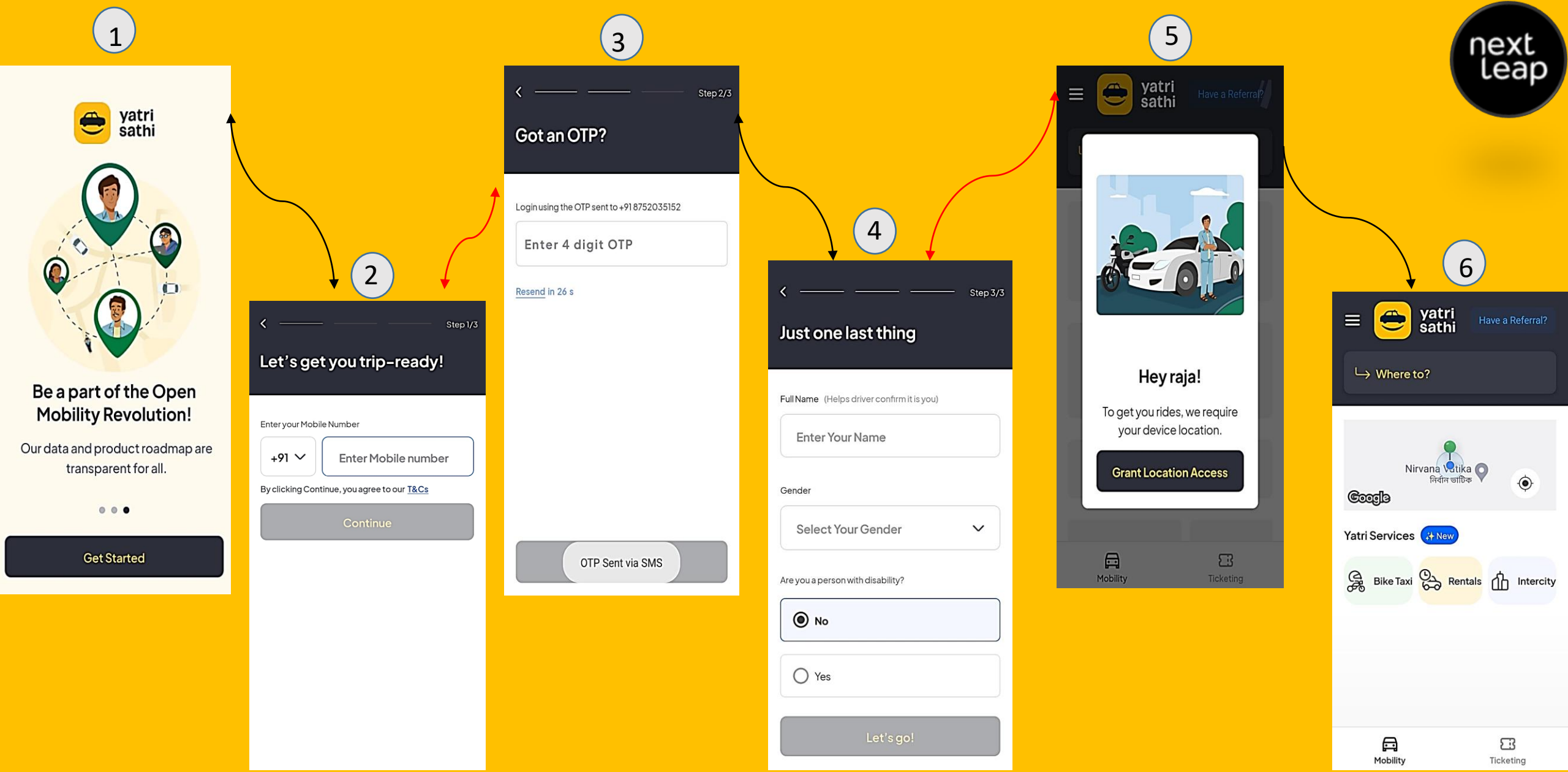
### **Pain Points**

He has to **pay 20%-30% commission for each rides** he completes using competitor's app. He **has to wait for customer and rarely finds customers offline.**

### **Needs**

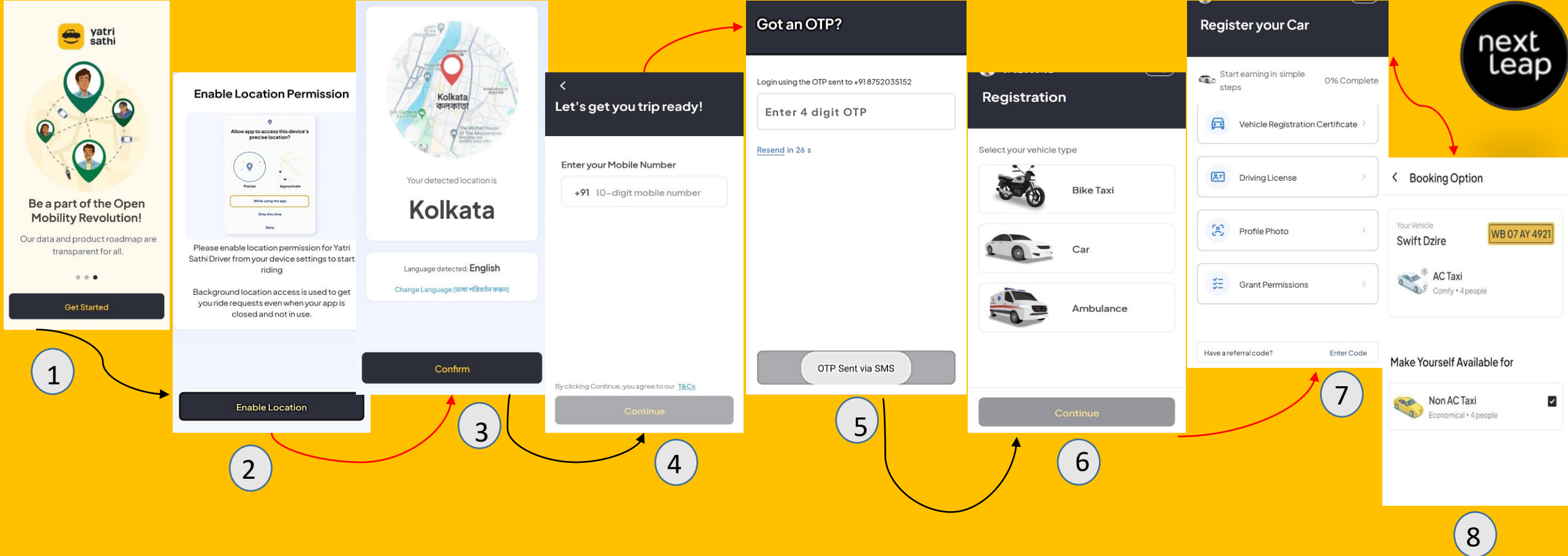
An **easy to use app where he gets riders and does not need to pay commission to the company.**





1. Get started > 2. Enter Mobile Number > 3. OTP > 4. Fill Details > 5. Location permission > 6. home page

**Rider onboarding User journey**



1. Get started > 2. Location permission > 3. Real time Location and language selection option > 4. phone details > 5. OTP > 6. Select Vehicle > 7. Vehicle Registration > 8. home page with Vehicle details

Driver onboarding User journey

## Unique Features

App has some features like safety option which is several sub option to ensure safety during rides.

It has other unique feature where it gives option to add favourite location

It gives three option to select languages English Hindi and Bengali

It also Shares real time statistical data in app.

**Safety**

Safety mode will enable access to the following features during a ride!

- Automatic call placed to the emergency contacts
- Emergency contacts on Yatri Sathi app can follow and take emergency response actions
- Option to directly call the Police Helpline
- Alert Yatri Sathi Safety Team
- Option to Report a Safety Issue

[Learn More](#)

**Start Setup**

**Favourites**

No favourites saved yet

Favourite location helps in keeping your frequently visited places handy

**Add New Favourite**

**Language**

English  
ইংরেজি

বাংলা  
Bengali

हिंदी  
Hindi

**Update**

**yatri sathi | Open**

Kolkata | All Areas

**LIVE**

On-going Trips	Online Drivers
47	1,844

Today | All-time

Completed Trips ⓘ

333 107 ↑

Searches ⓘ

1,653 483 ↑

Drivers' Earnings ⓘ

₹96,850 ₹28,037 ↑

Conversion Rate Updated at 02:45 am  
① IST



### Millenium Park Shipping Jetty

Book Ferry Tickets across the Hoogli



### Alipore Zoo

Book tickets to discover wildlife wonders at Alip...



### Alipore Museum

Book Entry Tickets to Alipore Museum



### Nicco Park

Book Entry Tickets to the Nicco Park



## Unique Feature

App has a very unique interesting feature which allows User to book tickets in app for some interesting destination within city which is **Cherry on Top service.**



Direct-to-Driver app provides **commission-free rides** beating competition against big players who runs commission based model OLA, Uber and Rapido. It allows users to book taxi services without commission or middlemen. It is a platform that connects drivers and riders, eliminating the need for intermediaries or commissions. The platform enables users to find and book rides by providing location, passenger details, and more.

## Zero Commission model





**Thank You For Reading till end**

**Any Feedback is highly appreciated**